

# CAMPAIGN AWARDS SPECIAL AWARDS

Participating organizations are requested to indicate which of the following Special Award(s) they would like to compete for in the Entry Form. A maximum of three winners will be granted for each Special Award.

CHOW TAI FOOK JEWELLERY GROUP

周大福珠寶集團

## DIGITAL MARKETING PRACTICE CHAMPION

This Award will be given to those marketing campaigns with outstanding achievement in digital marketing. Participating organizations which would like to be considered for this Special Award are required to submit an addition of two-page submission providing supplementary information different from the five-page Campaign Awards Written Submission to elaborate the uniqueness of your digital marketing strategies versus other players in your industry.

The two-page submission should cover the following areas:

POINTS ALLOCATED

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<b>1. Digital Budget Allocation Strategy</b>	<b>35</b>
Strategy and rationale for digital budget allocation between the Digital Media Techniques* and your rationale why this was the most effective allocation strategy for you.	
<b>2. Executional Strategy</b>	<b>50</b>
For any <u>two</u> of the Digital Media Techniques* that you deployed most of your budget on, please explain in detail how you executed. **	
<b>3. Use of Data or Artificial Intelligence or Advanced Digital Techniques</b>	<b>15</b>
Please describe your use of data, analytics, artificial intelligence and other advanced digital techniques, if any.	
<b>TOTAL: 100</b>	

\* Digital Media Techniques include Paid Search, Social Media, Content Marketing, Display Advertising and Email Marketing.

\*\* Examples of Executional Strategies (For Display Advertising, please explain how the targets were chosen, how programmatic was deployed, what types of tracking methodologies were used, etc.)

Participating organizations which would like to be considered for the following Special Award(s) are requested to elaborate more on specific strategies in the five-page Campaign Awards Written Submission to facilitate Examiners' judging.



## EXCELLENCE IN CONTENT MARKETING

This Special Award will be given to those marketing campaigns which have created and distributed valuable and relevant content to enhance the overall marketing strategy.

## citi<sup>®</sup> EXCELLENCE IN INNOVATION

This Special Award will be given to those marketing campaigns which have incorporated innovative marketing ideas or made use of innovative promotional media, channels or methods.

## Manulife 宏利 EXCELLENCE IN SOCIAL MEDIA MARKETING

This Special Award will be given to those marketing campaigns which have incorporated innovative use of social media networks and platforms.



## EXCELLENCE IN TV COMMERCIAL

This Special Award will be given to those marketing campaigns with impressive TV commercials which have effectively brought out the message of the campaign and have successfully achieved the campaign objectives.

## McDonald's EXCELLENCE IN BRANDING

This Special Award will be given to those marketing campaigns which have successfully built a positive image in the consumers' mind.

# 市場策劃獎項 特別獎

參賽機構須於報名表中表示欲角逐的特別獎。每項特別獎設最多三個獎項得主。

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## 最佳數碼營銷實踐獎

此獎項頒予揉合傑出數碼營銷策略的市場推廣計劃。有意角逐「最佳數碼營銷實踐獎」的機構，必須另外提交兩頁詳盡報告，解說如何運用有別於競爭對手的獨特數碼營銷策略，提供「市場策劃獎項」五頁詳盡報告以外的資料。

兩頁詳盡報告必須包括以下資料：

分數

### 1. 數碼營銷預算分配策略

35

請詳述公司分配「數碼營銷技術\*」預算的理念和策略，並詳盡說明為何這是最有效的分配策略。

### 2. 執行策略

50

選出兩項公司投放最多預算的「數碼營銷技術\*」，並詳盡說明其執行策略。\*\*

### 3. 數據 / 人工智能 / 高端數碼科技的應用

15

請詳述公司在市場推廣策劃中，如何運用了數據、分析技術、人工智能及其他高端數碼科技。

總分：100

\* 「數碼營銷技術」包括付費搜尋、社交媒體、內容營銷、展示型廣告和電郵推廣。

\*\* 執行策略，例如：展示型廣告，請說明公司如何選擇目標客戶、如何制定程序化購買方式、使用甚麼方法來分析和追蹤數據等策略。

有意角逐以下特別獎的參賽機構，必須於「市場策劃獎項」五頁詳盡報告中解說相關策略，以作評審之用。



## 傑出內容營銷獎

此獎項頒予通過創作和傳達有價值或高關聯度的推廣內容以提升整體營銷策略的市場策劃。



## 傑出創意獎

此獎項頒予展現無限創意的市場推廣策劃，如嶄新的營銷意念或利用創新媒體、全新的宣傳渠道或方式等。

## Manulife 宏利 傑出社交媒體營銷獎

此獎項頒予以創新手法運用社交媒體網絡和平台作推廣的市場策劃。



## 傑出電視廣告獎

此獎項頒予推出優異電視廣告的市場推廣計劃，能成功將信息傳達至目標客戶，並留下深刻印象。



## 傑出品牌營銷獎

此獎項頒予成功於顧客心目中建立正面品牌形象的市場策劃。